



Mothers, Fathers and Guardians

Let the Little Ones Come to the Purity Ice Cream Corporation

CHILDREN'S CHRISTMAS FESTIVAL

We want every little boy and girl in Richmond and Vicinity to receive a present and we desire your help and co-operation. All we ask is that you use one gallon or more of

The Velvet Kind
PURE ICE CREAM

between now and December 22nd.

Include "The Velvet Kind" Ice Cream as dessert at your meals. It will save the trouble and bother of preparing a dessert at home and it is MUCH MORE HEALTHFUL THAN PASTRIES AND PUDDINGS. In fact, Ice Cream is ONE OF THE MOST NOURISHING OF FOODS. Do not consider it as merely a delicacy—IT IS NOT—it contains more nutrients than many articles of foods used on your table daily.

Have "The Velvet Kind" Ice Cream for dessert at your meals and let the little ones obtain tickets to our Christmas Festival which will be held some time during Christmas week, the time and place to be announced later. Each will receive a present which they will appreciate and it will help to make Christmas more enjoyable.

This is the plan:

With each gallon and half-gallon order of "The Velvet Kind" Ice Cream a ticket is enclosed in the envelope containing the bill. These tickets will be issued up to and including December 22nd.

A WHITE or WHOLE ticket will be sent with all gallon orders, and PINK or HALF ticket will be sent with all half-gallon orders. Thus ONE WHITE ticket or TWO PINK tickets entitle the holder to the privileges of the festival and to a present.

Each ticket will have a coupon attached, which you must detach and preserve very carefully. These coupons will be valuable; but that is a surprise that we have in store for you, and we'll tell you all about that later on. Of course, if you use more than one gallon of Velvet Kind Ice Cream between now and the 22nd you may give the extra tickets to your friends, so that they may attend the festival and receive a present also—but SAVE THE COUPON for yourself.

The gifts to be presented are worth having, and only think—you are asked to do one thing, and that a very pleasant occupation, too—eat Velvet Kind Ice Cream.

Out-of-Town Orders

On out-of-town orders tickets will be issued only on ONE gallon orders. The Ice Cream is sent Express Collect, the charges average 25c or 30c. Send orders direct to our Richmond Office—we guarantee delivery in perfect condition.

Out-of-town customers who cannot attend the Festival should mail their tickets to us with 4c in stamps to cover the cost of forwarding the present.

No entrance fee is required—there are no conditions—there is no restriction as to the number of guests provided each has one white or two pink tickets. Parents or guardians may accompany the children without the formality of a ticket.

Tickets are now being issued but will be discontinued after December 22d—that is, on orders received for delivery AFTER December 22d no tickets will be issued.

PURITY ICE CREAM CORP.

10 South Jefferson Street